



# ADVERTISEMT

**Promotional communication to target audience. Boosts brand visibility, drives sales, and creates customer engagement. Evolving from print and TV to digital platforms for precise targeting and measurable results.**



## Definition

refers to the promotional communication aimed at promoting a product, service, or idea to a target audience.



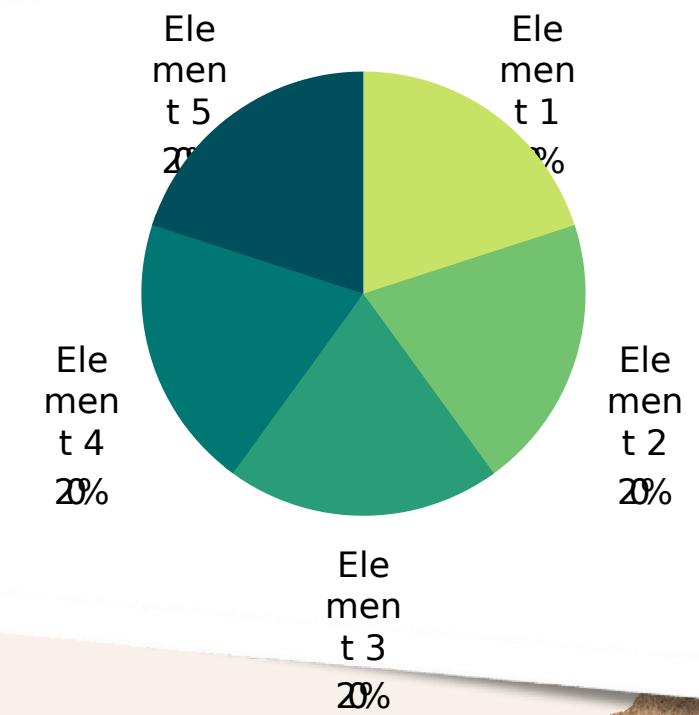
## Importance

Effective advertising is essential for businesses to reach their target audience and stand out in a competitive market.



## Evolution

evolved significantly over the years, from traditional print and TV ads to digital platforms, such as social media and search engines.





# UNDERSTANDING FACEBOOK ADS

**"Overview of Facebook Ads:**  
**Facebook Ads is a powerful**  
**digital advertising platform that**  
**allows businesses to reach a**  
**vast audience base on the**  
**world's largest social media**



# COMPONENTS

## Visuals

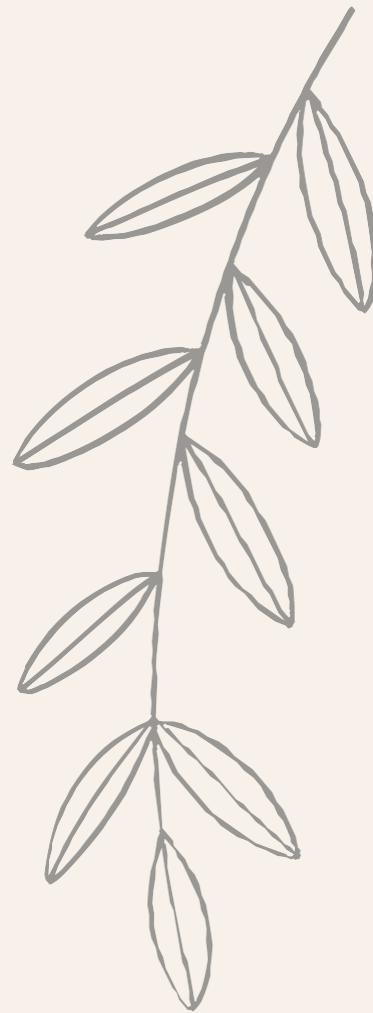
Compelling images or videos, combined with persuasive ad copy, grab the audience's attention and communicate the message effectively

## A/B Testing

Testing multiple ad variations helps identify the best-performing elements and optimize the campaign for higher conversions.

## Pixel Tracking

Facebook Pixel is a tracking tool that helps measure ad performance, track conversions, and re-engage potential customers.



## Facebook Ad creation process



Defining Objectives  
Identifying Target Audience  
Choosing Ad Type  
Setting Ad Format  
Getting Started  
Getting a Budget

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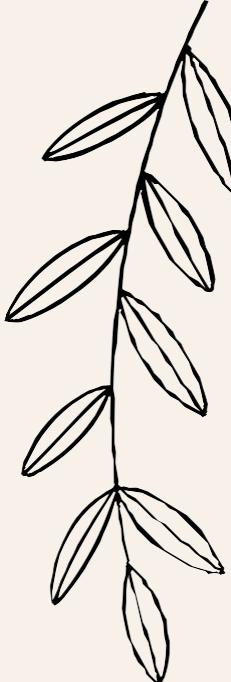


## BENEFITS OF GOOGLE ADVERTISING

High Intent Audience. Google users are actively searching for products or services, making them valuable potential customers.

Flexible Budgeting.

Wide Reach



## **COMPONENTS OF SUCCESSFUL GOOGLE ADS**

Relevance of Keywords and Ad copy  
Quality Score and Ad Rank  
Ad Extensions for Enhanced  
Visibility  
Landing Page Experience:



# THE GOOGLE ADS CREATION PROCESS

Defining  
Advertising  
Goals:

Keyword  
Research  
Selection

Creating  
Compelling  
Ad Copy

Choosing the  
Right Ad  
Extensions

Setting Budget  
and Bidding  
Strategy

Selecting  
Targeting and  
Placement:

Analyzing  
and  
Optimizing  
Performance:





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# THANK YOU

